

ABSTRACT OF THE DISCLOSURE

A template in HTML format is formed in a PC or the like, and this is taken in a digital camera device, and a single or a plurality of images are selected in the digital camera 5 so as to carry out a process with templates being specified; thus, an image associating (pasting) process is executed in accordance with independent tags. At this time, only the sections corresponding to the independent tags are converted with the other sections being left as they are. This process 10 makes it possible to describe those having a complex layout, and consequently to easily add a template.